Mr. Sample A. Sample
1234 Main Street
Anytown, USA 98765

Dear Mr. Sample A. Sample:

Sit back and enjoy a Marlboro Ultra Light and a cup of coffee, because we'd like to tell you about a special offer reserved only for friends of Marlboro.

We're proud to offer you a set of four coffee mugs designed especially for Marlboro. They're made of ironstone, then glazed black and painted with an image inspired by the famous cowboy artist, Frederick Remington. Each one holds a full eight ounces of your favorite brew.

Now that you've discovered the ultra light that takes you where the flavor is, save up 20 Marlboro Ultra Lights pack proofs of purchase for another four mugs free. To order, just use the convenient form we've enclosed.

Thanks for making your home in Marlboro Country.

Come to where the flavor is.

340

Source: https://www.industrydocuments.ucsf.edu/docs/ffvv0004